

Wisconsin's 32nd Annual Governor's Conference on Highway Safety

“Managing Risk in a Highway Safety Environment”

August 23- 24, 2006
Marriott West
Madison, Wisconsin



Wisconsin's 32nd Annual Governor's Conference on Highway Safety

The 32nd Annual Wisconsin Governor's Conference on Highway Safety is returning to southern Wisconsin. This year's conference theme:

"Managing Risk in a Highway Safety Environment"

Our keynote speaker will be Mr. Gordon Graham. Gordon Graham is a 30-year veteran of California law enforcement, and his words will provide a primer on the value of managing risk, developing designed systems, while maximizing service both internal and external. Gordon's presentation is tailored for public safety professionals, and he has presented to thousands of our colleagues across America.

Oh, did we say America? We also have unique and special presentation during our second day luncheon; Miss America 2006 Jennifer Berry will be presenting her platform issue: *"Building Intolerance to Drunk Driving and Underage Drinking."* Jennifer Berry is a University of Oklahoma undergraduate, with a career ambition to be an elementary school teacher.

This year's conference will be held on August 23 and 24, 2006 at the Marriott Madison West, (1313 John Q. Hammons Dr. Middleton, WI). Minutes from downtown Madison, the Marriott West offers a dynamic blend of convenience, outstanding service and welcome amenities that will make your stay a delight.

So, if you are a:

- Child passenger safety professional
- Law enforcement professional
- Community traffic safety provider
- Involved in traffic safety advocacy, engineering or research
- Or involved in traffic safety issues

The Wisconsin's 32nd Annual Governor's Conference is for you!

Early registration prior to August 7, 2006 is \$75. After August 7th the registration fee is \$95.

Also, if you have a product or service that would be beneficial to the traffic safety industry, don't miss out on this great opportunity to exhibit at this year's conference.

If you have any questions please contact Vicki Schwabe at Vicki.schwabe@dot.state.wi.us or 608-266-0402.

Tuesday, August 22, 2006

Pre-Conference Workshops

8:00 AM-5:00PM

Evidence Base Practice

This training describes what works in reducing recidivism. It is appropriate for those who are looking for an in-depth understanding of what constitutes an effective justice system response and how to create an evidence-based practice agency. By the end of the training, participants will understand the practices that do and don't lead to reduced recidivism, the components needed to be implemented for the justice system to effect these changes, and what kind of skills that must be in place for an agency or system to fully integrate evidence based practices with fidelity.

8:00AM-5:00 PM

Drug Impairment Training for Education Professionals (DITEP)

The DITEP program is a drug impairment awareness program provided to school administrators, teachers, counselors, nurses and school liaison officers. There are no fees for this program. We will only allow for 50 participants so please register in advance on the attached form.

8:00AM-5:00 PM

Driver Education Curriculum Workshop

Wisconsin Driver and Traffic Safety Education Association (WDTSEA) and the Department of Public Instruction are co-sponsoring a driver education curriculum workshop. The workshop will go over the latest version of the DVD-based American Driver and Traffic Safety Education Association's Curriculum Kit. **Louis Pesci** will be the workshop presenter. Louis is an employee and faculty member with Indiana University of Pennsylvania (IUP) and the IUP Highway Safety Center. Louis was one of the key ADTSEA curriculum team members.

8:00 AM-5:00PM

CPS Renewal Course

A one-day training to renew child passenger safety certification for expired technician, as an alternative to retaking the 4 day class.

Pre-Conference Meetings

8:00 AM-5:00 PM

Traffic Safety Engineering Workgroup

1:00-5:00 PM

Governor's Council On Highway Safety

1:00-3:00 PM

Law Enforcement Liaison Meeting

4:00 – 6:00 PM

Wisconsin Association of WoMen Highway Safety Leaders

6:00-8:00 PM

Wisconsin Highway Safety Coordinators Association Board Meeting

Wednesday, August 23, 2006

9:00 AM

Opening Session

Welcome:

Jim Doyle, Governor (Invited)
State of Wisconsin

Frank Busalacchi, Secretary
Wisconsin Department of Transportation

David Collins, Superintendent
Wisconsin State Patrol



9:30 AM – Opening Session Keynote Speaker

We are pleased to have Mr. Gordon Graham address our Opening Session on Wednesday, August 23, 2006. Mr. Graham is a 32-year veteran of California law enforcement. During his tenure as a law enforcement professional he was awarded his teaching credential from California State University, Long Beach. He later graduated from University of Southern California, Long Beach with a Master's Degree in Safety and Systems Management.

Instead of focusing solely on after incident damage control, he focuses his efforts in prevention of mistakes through risk management based training program SROVT (Solid Realistic Ongoing Verifiable Training). He teaches why things go wrong and how to prevent these unfortunate situations from happening,

Noon

Awards Lunch

- People Who Shine
- Law Enforcement Unfunded Agencies
- Director's Award

Workshop Sessions

1:30 PM

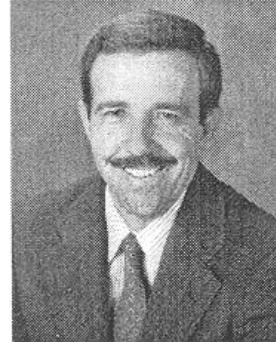
- The Three T's of OWI
- Social Marketing and Motorcycle Enforcement
- Beltline Coordination
- Tools for Teaching Tots, Tweens and Teens

2:45 PM

- Wisconsin Law Enforcement Pedestrian/Bicycle Training
- Preventing Alcohol Related Crashes - PARC – Waukesha County
- Commercial Motor Vehicle Enforcement
- CPS Safety in Other Vehicles

4:00 PM

- Manual on Uniform Traffic Control Devices (MUTCD)
- Driver License Overview
- Fatal Motor Vehicle Crash Investigation
- Law Enforcement and the New Booster Law

**Thursday, August 24****7:30 AM-Breakfast**

Richard Malone -- Keynote

Richard Malone is senior medical investigator from New Mexico. Mr. Malone has a bachelor's degree in Criminology from Indiana State University and has over 1,000 hours of advanced training in forensics, motor vehicle crash investigation and injury prevention. He has investigated over 3,000 deaths including more than 1,000 fatal motor vehicle crashes. Mr. Malone is a nationally recognized professional instructor in the fields of forensics, motor vehicle crash investigation and injury prevention.

Workshop Sessions**8:45 AM**

- The New Age of Drug Impaired-Driving
- Safe Routes to School
- Give Me Data and Answer My Questions Now!
- What's New in CPS – 2 Hour Session

10:00 AM

- Compliance Checks – UNITE!
- Overview Osseo Bus Crash
- Making Safety Data Useful

Noon

Lunch – Keynote

Miss America 2006 Jennifer Berry

Our lunch speaker this year is Miss America 2006 Jennifer Berry. Miss America has experienced the tragic loss of a friend to an alcohol-related traffic crash where an underage driver was behind the wheel. Her friend was only 15. Miss America feels that the problems of drunk driving and underage drinking deserve “a new level of intolerance.” She also believes that today’s leaders must do more, and move to a higher level of action, committing to end drunk driving and underage drinking. She is also the National Spokesperson for Mother’s Against Drunk Driving (MADD). We are very excited to have Miss America join our conference and share her experiences with us.



Adjourn



1313 John Q. Hammons Drive
Middleton, WI 53562
(608) 831-2000 Phone (608) 831-1376 Fax
www.marriottmadisonwest.com

Welcome Wisconsin Department of Transportation
August 22-24, 2006

Dear Attendee:

The Madison Marriott West is delighted to host the upcoming conference. We would like to provide you with a few opportunities to make guest room reservations.

If you would like to make your reservations online, please visit www.marriott.com/msnwe. Under the title Check Rates & Availability please select the nights you wish to reserve. Then enter the group code **MDTMDTA** and click find.

If you wish to arrive prior to the conference or to stay after the completion of the conference, please contact the Reservations Department directly at 608/831-2000 to check availability. Please be sure to indicate that you are attending the Governor's Conference on Highway Safety. They will also be happy to assist with reserving Suites if available.

You may also contact Marriott Central Reservations at 800/228-9290.

We are looking forward to your arrival. You are welcome to explore our web site as listed above, but the following outlines a few amenities of the Madison Marriott West.

- A full service restaurant offering a culinary mix of American Specialties
- Atrium lobby bar, Fountain Court, serving drinks in a relaxed environment
- Complete Business Center
- Recreational center with indoor pool, whirlpool, sundeck, and exercise facilities
- Sundry Shop
- Complimentary parking for 1,200
- Express check-in and checkout

Thank you.

Conference Registration Form
Governor's Conference on Highway Safety
August 23-24, 2006

First Name:_____

Last Name:_____

Organization:_____

Address:_____

City_____ State_____ Zip_____

Telephone:_____ Fax_____

Email:_____

Special Requirements:_____

Conference registration fee is \$75 until August 7th, 2006. After that date the conference fee will go up to \$95. No refunds on cancellations after August 15, 2006. If you have any questions please feel free to contact Vicki Schwabe at 608-266-0402 or Vicki.schwabe@dot.state.wi.us. Please make checks payable to WisDOT Bureau of Transportation Safety and send to PO Box 7936, Madison, WI 53797-7936.

If you would like to attend any of the pre-conference training please fill out the attached pre-conference registration material. There is no additional fee for the pre-conference training sessions.

Hotel Room Reservations: You must make your own hotel reservations and will be responsible for payment of lodging. Rates are \$62 per night for single room and \$72 for double. Please make reservations directly with the Marriott Madison West. 608-831-2000 or you can make your reservations on-line.

Pre-conference Registration:

Tuesday, August 22, 2006

Evidence Based Practice

8:00 AM - 5:00 PM

Name: _____

Organization: _____

Telephone: _____

Email: _____

DITEP Training

8:00 AM – 5:00 PM

Name: _____

Organization: _____

Telephone: _____

Email: _____

Please register no later than August 7, 2006 for any of the pre-conference training.

Exhibitor Registration

Exhibitor fees will be \$75 again this year, which will include conference registration for one person. Each exhibitor space will receive one 8' table; additional tables will be \$15. Internet access will be \$25 per day per computer. Electricity will be an additional \$15.00 per table. There will be a \$50 fee for extra exhibitors attending from your organization.

Name: _____

Organization: _____

Address: _____

Telephone: _____ Fax: _____

City: _____ State: _____ Zip: _____

Email: _____

Additional exhibitor attendees:

Name: _____

Telephone: _____

Email: _____

Please indicate below if you would like **additional tables**, internet and/or electricity:

_____ 8 ft table (s) \$15 per table

_____ Electricity \$15

_____ Internet \$25

Make checks payable to WisDOT Bureau of Transportation Safety. Mail to BOTS, PO Box 7936, Madison, WI 53707-7936.

Governor's Pre-Conference Training Event - Marriott West Madison
1 Day Renewal Class Registration

For expired CPS technicians ONLY!

Date: Tuesday, August 22, 2006

Time: 10:00 a.m. – 3:00 p.m.

Car seat inspection event at Madison Fire Department #7
1810 McKenna Road, from 3-6 pm

Important! As an expired child passenger safety technician your profile will still be in the National SAFE KIDS on-line system. In order to access your on-line profile and register you for the renewal class your User Name and Password are needed. If you cannot locate your User Name and Password, please call NSK customer service line (1-877-366-8154) toll-free, and they will email or mail the information to you. The information is case sensitive, please copy it exact.

User Name: _____

Password: _____

First Name:
Middle Initial:
Last Name:
Work Phone:
Home Phone:
Fax #:
Email:
Company/Organization:
Your Position/Title:
Street Address:
City:
State:
Zip:
Languages spoken other than English:
Ethnicity: (optional)

Do **NOT** send this to WIS DOT Conference planning.

\$100.00 fee (*Fee includes, NSK certification fee, materials & lunch*)

Please mail this registration form and fee to:

WI – CPS Training
52 Sunset Blvd.
Stevens Point, WI 54481
Or FAX to 715-346-0055

Questions? 715-346-0055

Class minimum of 10 participants by August 1st or the class will be cancelled. Please reply soon.

Bureau of Transportation Safety
PO Box 7936
Madison, WI 53707-7936